

WSBA/WARM 103/WSOX are proud to serve our communities. We have assisted in raising over \$2,500,000 in the local communities to help those less fortunate or to help aid research efforts. Local community parks have new awareness and funds have been donated to improve them. What follows are some of the highlights of local events, fundraisers and public awareness campaigns each station has spearheaded in 2004. Programs are supported in a myriad of ways that include but are not limited to on air promotional time, with email to our Unity database, web site support and local marketing and programming support.

WSBA/WARM/WSOX

Codorus - We raise money and awareness of our state park system. This event brings over 10,000 people to Codorus to enjoy vendors, crafters, live entertainment, education displays, concession stands, contests to involve local fire departments, and fireworks. We completely fund this event and donate to the state park so they have extra funds to improve their park.

York City events - We promotionally support 6 city events. Over 240 mentions invite our listeners to attend these community events.

- Old York Street Fair
- York Fest
- York Bike Night
- Box Lunch Review
- Light Up Night for the holiday
- First Night York
- Halloween parades
- St Patrick's Day parade

Free Film Festival - Area children are given free entertainment at the movies 2 days per week for 9 weeks. Over 4 theaters provide G and PG entertainment to kids in the summer.

Springettsbury Township's Park and Recreation - We promote 18 concerts throughout the summer at the local amphitheater. We also donated \$18,775 to this endeavor. Along with the concert series we donated \$22,000 to the park system for Saturday in the Park. This one day event includes a Communities That Care Breakfast, 3 x 3 basketball that raised money for Cancer research, live entertainment, Little League Baseball games, Youth Football games, concessions, games for kids, a chicken barbecue hosted by the Lions Club. Over 15,000 people attended bringing attention to the beautiful park and raising money for local organizations.

Christmas Magic - Over 35,000 residents enjoy the Christmas lights at Rocky Ridge Park. Each station makes personality appearances and airs promotional announcements to encourage listeners to come to this community park.

Time of Giving - Different charities sell wristbands for \$5 each for the opportunity to shop at the local mall on a special evening with discounts at participating merchants. Charities keep the proceeds.

WARM 103

Movers and Shapers - We aired over 250 promos encouraging central Pennsylvanians to stay active plus station personnel commit their own active minutes to support the event. This healthy initiative was done in cooperation with Lancaster Community Health campaign, an affiliation of 9 local charity groups. People committed to exercising and then they logged their active minutes to reach a cumulative goal of 10 million active minutes.

Relay for Life - WARM 103 provides personality support and promotional support for the 6 relays that raise money for the American Cancer Society. WSOX, along with WARM 103, participated in 6 relays raising \$1.6 million in Lancaster and \$.5 million in York.

Office Olympics - Different offices compete to raise money for Easter Seals. We are on the organizing committee; host the event on site and support with promos.

M S Walk - April finds us supporting walks in York and Lancaster. WARM 103 offers promotional support, personalities who walk the event, welcome the local community and host the event. We helped to raise over \$140,000 with over 1300 walkers.

Day of Caring - United Way fundraiser is supported with promotional mentions.

American Heart Walk - John London, Morning News Anchor, walks to raise money for the American Heart Association. Over a thousand walkers raised money for this worthwhile cause.

Junior Achievement Bowling for Education. WARM will put together a team to raise money to help Junior Achievement.

Share the WARMth Blanket Drive - We recruit listeners to bring gently used blankets to our remotes. The blankets are given to Salvation Army of York and Lancaster.

WARM Bear Hugs - Memorial Hospital works with us to provide 'teddy bears' or a WARM hug for those who are in need during the holidays. Local personalities deliver bears to those who are nominated via faxes, mail and emails. Over 250 bears are delivered each season with the hopes of brightening people's lives.

WSBA

American Red Cross - We support the Red Cross in a variety of ways...

- Fire Hurts Campaign
- Monthly Blood Drives
- Heroes Breakfast
- Red Cross Bowl A Thon

Walk America - We raised over \$120,000 with over 1200 walkers in

April that benefits March of Dimes. Local personalities hosted a post walk party and we supported the venue with email and on air support.

Memorial Hospital Fit N Fun Fest - This local community awareness event is spearheaded by Memorial Hospital and includes activities such as live entertainment, tours of the hospital, health screenings, petting zoo, ambulance companies display their vehicles, with local concessionaires rounding out the event. We are on sight and promote it heavily.

Tall Cedar Pancake Breakfast - It's sponsored with on air promotional announcements and personality appearances. They raised over \$14,000. Tall Cedars money is being contributed to the Margaret Moul Home, the Muscular Dystrophy Association and Tall Cedar Muscular Dystrophy Foundation.

Futures Classic Golf Tournament - This golf tournament benefits the YWCA with fund raising and on air publicity.

Red Lion Street Fair - Community event to bring listeners to small town America is supported by personality appearances and on air publicity.

Rubber Duck Regatta - March of Dimes does this annual fundraiser in conjunction with York Fest. WSBA encourages listeners to buy the rubber duckies to compete in the local race on the Codorus.

Oyster Fest - Community event that we supported since 1979 with on air local personality attendance and promotional support. It benefits the York County Heritage Trust, which is the new name for the Historical Society of York County.

WSOX

Relay for Life - Oldies provides personality support and promotional support for the 6 relays that raise money for the American Cancer Society. WSOX, along with WARM 103, participated in 6 relays raising \$1.6 million in Lancaster and \$.5 million in York.

Sertoma Chicken BBQ - Personalities are on site teamed up with promotional support. This charity event brings over 40,000 people to Long's Park in Lancaster. It builds awareness of the park and raised funds to support this philanthropic endeavor.

Holiday Crusade for Kids - The Marines and Oldies work to collect toys for disadvantage children. Six weeks of promotional announcements culminate in a one-day event at a local mall. The local morning team is on the air for 12 hours asking listeners to drop off toys for those in need. The Marines collect the barrels that are located throughout south central Pennsylvania and drop them off at the studio! Dignitaries join in the on air collection process. Children throughout the area enjoy the goodies.

We are involved in so many events; a snap shot is in order;
Symphony Pops Concert

American Heart Walk
Carlisle Summer Fair
Lititz Independence Day
Christmas Jam
Diabetes Walk
Lancaster Business Expo
Halloween parades throughout central Pennsylvania

Susquehanna Radio/York is proud to support local events, fundraisers, and awareness campaigns. We support them with on air, cash, prizes, web site publicity, email support and interaction when appropriate. Personnel give their personal time to serve on many charity committees. Some of those committees include Susan Byrnes Health Education, American Red Cross, Rabbit Transit, Movers and Shapers, York Fest, and Literacy Council Buck A Book, and the SPCA. We are dedicated to the local communities from York to Hanover to Harrisburg to Lancaster to Elizabethtown.